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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: Erik Brogaard Thomsen)
SERIAL NO: 09/381,771) Group Art Unit: 3626
FILED: September 23, 1999) Examiner: E. Peavey
TITLE: FIGURATIVE PRINT ON A PLANE PRINT CARRIER AND USE OF
SUCH FIGURATIVE PRINT

THE ASSISTANT COMMISSIONER FOR PATENTS
Washington, D.C. 20231

CLEAN VERSION OF THE CLAIMS

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9. An advertisement print being printed on a plane print carrier, and which print is plane and lies in the same plane as the print carrier and comprises a primary figurative element depicting an advertisement in a first dimension and a second dimension, which primary figurative element when seen in a direction perpendicular to the plane of the print carrier constitutes an angle $\alpha+90^\circ$ between the first dimension and the second dimension, and which primary figurative element when seen in a given oblique direction between a viewer and the print shows the first dimension and the second dimension as forming a plane of advertisement, which plane of advertisement is directed obliquely outwards of the plane of the print carrier, wherein the advertisement print comprises a secondary figurative element depicting the advertisement in a third dimension, that the secondary figurative element when seen in a direction perpendicular to the plane print carrier constitutes an angle $\alpha+\beta$ between the first dimension and the third dimension and an angle $\beta+90^\circ$ between the first dimension and the third dimension and which secondary figurative element when seen in the given oblique direction between the viewer and the print shows the third dimension as directed perpendicular to the plane of advertisement being formed by the first and the second dimension and that the angles α , β are different from 0° .

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10. An advertisement print according to claim 9, wherein the secondary figurative element is a shadow of the primary figurative element.

11. An advertisement print according to claim 9, wherein the secondary figurative element is a relief of the primary figurative element.

12. An advertisement print according to claim 9, wherein the print comprises a tertiary figurative element depicting surroundings of the primary and secondary figurative element, that the tertiary figurative element when seen in a direction perpendicular to the plane print carrier is applied with an angular displacement and which tertiary figurative element when seen in the given oblique direction between the viewer and the print shows the tertiary element as being plane and lying in the plane of the print carrier.

13. An advertisement print according to claim 12, wherein the tertiary figurative element constitutes a foreground, a frame, or a background.

14. An advertisement print according to claim 9, wherein the print is made of a curable, liquid printing ink, that the ink is applied in the plane print carrier in a liquid state, and that the ink is cured on the plane print carrier.

15. An advertisement print according to claim 9, wherein the print is made by printing on a carrying medium and that the carrying medium is laid on the plane print carrier.

16. An advertisement print according to claim 11, wherein the plane print carrier is a ground surface.

17. An advertisement print according to claim 9, wherein the plane print carrier is a vertical surface.